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Attorney Docket No.: 27996-030  
(11726STUS01U)

1fw 3622

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No. : 09/738,725 Confirmation No.: 1456  
Applicant : Brian R. Goring TC/A.U. : 3622  
Filed : 12/15/2000 Examiner : Retta, Y.  
Docket No. : 27996-030 (11726STUS01U)  
Customer No. : 35437  
Title : GRAPHICAL COUPON FOR SERVICE PROVIDERS

**MAIL STOP AMENDMENT/RESPONSE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**TRANSMITTAL LETTER**

Sir:

Transmitted herewith for filing in the present application are the following documents:

1. Response Under 37 C.F.R. 1.111; and
2. a Return Postcard.

The Director is hereby authorized to charge any additional fees that may be due to Deposit Account No. **50-0311**, Ref. No. **27996-030**, Customer No. **35437**. A duplicate is enclosed.

If the enclosed papers are considered incomplete, the Mail Room and/or the Application Branch is respectfully requested to contact the undersigned at 212-935-3000.

Respectfully submitted,

Date: June 7, 2007

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**RESPONSE UNDER 37 C.F.R. 1.111**

Sir:

In reply to the Office Action dated March 9, 2007, Applicants respectfully request reconsideration of this application in light of the following remarks.

**Claim Amendments** begin on page 2 of this paper.

**Remarks** begin on page 10 of this paper.